Blue Planet Aquarium Promotes Summer of Sharks with Out of Home International

Thursday 6 August, 2015

Out of Home International is pleased to showcase one of its most recent outdoor advertising campaigns in the North West, working with the fantastic Blue Planet Aquarium on a range of brilliant out of home media formats. The ads have been running in some prime locations throughout the summer, promoting the aquarium's 'summer of sharks' events.

A range of 6, 48 and 96 sheet advertisements have been secured by **Out of Home International** this summer, with the campaign perfectly timed to appeal to children on their school holidays looking to visit the aquarium. The eye-catching and colourful creative has guaranteed Blue Planet high exposure of their campaign, as the billboards and posters appeal to an on-the-go audience of both pedestrians and motorists.

Blue Planet Aquarium is located at Cheshire Oaks, and is home to over 100 living displays including one of Europe's largest collections of sharks. Its fantastic 'summer of sharks' events have been coordinated to celebrate 40 years of the film Jaws, with a range of activities available for people of all ages to enjoy. For more information and to book your tickets online, visit www.blueplanetaquarium.com.

Managing Director of Out of Home International's parent company **Media Agency Group**, John Kehoe, said:

> "Media Agency Group is delighted to have continued our fantastic working relationship with Blue Planet Aquarium this summer. We've already worked together on several brilliant campaigns across a range of formats, and these 'summer of sharks' outdoor ads are a campaign that we're all very proud of. We're looking forward to working together again in the future."

Media:



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